

**SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING**

(The Ad is Political, Relates to an Issue of Public Importance,  
or Refers to But Is Not Authorized by a Candidate)

CONTRACT NO. 262684

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Sarni Rosen  
Name

814 King Street Ste 400 Alexandria, VA 22314  
Address

703-518-4747  
Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Paul Kilgore  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is Adam Hasner.
- b. The candidate seeks election to the office of Congress in  
the ☐ Primary Election, ☒ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is \_\_\_\_\_.
- b. The Purchaser is \_\_\_\_\_.

**NOTE:** If the ad relates to an issue of state or local (not national) importance and does not refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.



WPLG

# ORDER

Print Date 10/22/12 Page 1 of 2

Flight Dates 10/23/12-10/29/12

Contract / Revision 262684 /  
Original Date / Revision 10/19/12 10/22/12  
Advertiser POL/A HASNER/R/CON/FL

Agency Smart Media Group

Buying Contact

814 King St, Suite400  
Alexandria, VA 22314

Product HASNER FOR CONGRESS

Agency Com 15%

Billing Contact

814 King St, Suite400  
Alexandria, VA 22314

Sales Office DC

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C23C29

Alt Order # 06387656

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL/IBS CAND/IBS

Product Codes PL-Representatives-Republica

Priority P-2

Advertiser Ref

Primary Account Executive

Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share 26% Market Value 68846

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	30%	20653
WPXM	%	0
WSVN	25%	17211
WTVJ	19%	13080

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	9	\$11,347.50	\$13,350.00	26.00	10/01/12	10/28/12	9	\$11,347.50	\$13,350.00
November 2012	3	\$3,867.50	\$4,550.00	9.10	10/29/12	10/29/12	3	\$3,867.50	\$4,550.00
Totals	12	\$15,215.00	\$17,900.00	35.10					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPLG	10/26/12	10/26/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	----1--	:30	1	\$750.00	P-2	2.40	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$750.00		2.40			
E 2	WPLG	10/29/12	10/29/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	1-----	:30	1	\$2,500.00	P-2	2.40	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$2,500.00		2.40			
E 3	WPLG	10/29/12	10/29/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	1-----	:30	1	\$750.00	P-2	3.30	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$750.00		3.30			
E 4	WPLG	10/29/12	10/29/12	M-F 6p LCL News M-F Local News	CM	6-630pm	1-----	:30	1	\$1,300.00	P-2	3.40	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$1,300.00		3.40			



WPLG

Print Date: 10/22/12

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Contract / Revision **262684** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/19/12/ 10/22/12

Order Sep 00:15:00

Advertiser **POL/A HASNER/R/CON/FL** Product **HASNER FOR CONGRESS** Estimate # **C23C29**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 5	WPLG	10/27/12	10/27/12	Sports Saturday during CM Sports Saturday 7-8p	CM	7-8P (7:00 PM-8:00 PM)	-----1-	:30	1	\$700.00	P-2	3.20 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/22/12	10/28/12	-----1-		1			\$700.00			3.20		
E 6	WPLG	10/28/12	10/28/12	SUN 11-1130P SUN 11-1135P	CM	11-1135P (11:00 PM-11:35 PM)	-----1	:30	1	\$1,600.00	P-2	2.30 NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/22/12	10/28/12	-----1		1			\$1,600.00			2.30		
E 7	WPLG	10/25/12	10/25/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	---1---	:30	1	\$2,500.00	P-2	3.30 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/22/12	10/28/12	---1---		1			\$2,500.00			3.30		
E 8	WPLG	10/25/12	10/25/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	---1---	:30	1	\$750.00	P-2	2.40 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/22/12	10/28/12	---1---		1			\$750.00			2.40		
E 9	WPLG	10/23/12	10/23/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	-1-----	:30	1	\$2,500.00	P-2	3.30 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/22/12	10/28/12	-1-----		1			\$2,500.00			3.30		
E 10	WPLG	10/23/12	10/23/12	M-F 5p LCL News Local 5p News	CM	5-6p (5:30 PM-6:00 PM)	-1-----	:30	1	\$750.00	P-2	2.40 NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/22/12	10/28/12	-1-----		1			\$750.00			2.40		
E 11	WPLG	10/24/12	10/24/12	M-F 11-1135P M-F 11-1135P	CM	11-1135P	--1----	:30	1	\$2,500.00	P-2	3.30 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/22/12	10/28/12	--1----		1			\$2,500.00			3.30		
E 12	WPLG	10/24/12	10/24/12	M-F 6p LCL News M-F Local News	CM	6-630pm	--1----	:30	1	\$1,300.00	P-2	3.40 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
	Week:	10/22/12	10/28/12	--1----		1			\$1,300.00			3.40		
													Totals	12 \$17,900.00